



Private Brauereien

PRESS RELEASE

European Beer Star enjoys record participation once again:

German Breweries Achieve 25 Gold Medals at this Year's Most Important Global Beer Competition

Beers were submitted from 47 countries across all continents this year for the European Beer Star from the Private Brauereien (Association of Private Breweries). With 2,483 beers there were more entries than ever before in the 16-year history of this renowned competition.

The winners of the 67 categories (with gold, silver and bronze medals awarded in each) will be presented with their awards on 13 November as part of the BrauBeviale exhibition in Nuremberg.

With 78 "Beer Stars", German breweries won the most awards. Second and third place in the medals ranking for 2019 went to Italy (10 gold, 3 silver and 7 bronze) and Belgium (7 gold, 4 silver and 3 bronze). With three gold medals in the categories Stout, German-Style Schwarzbier and Wood and Barrel Aged Sour Beer, Australian brewery 4 Pines Brewing Company (Brookvale) became the most successful brewery at the European Beer Star 2019.

Munich – Giddy excitement was the prevailing feeling in Seeon am Chiemsee and in Bad Staffelstein in Upper Franconia. Here, the breweries Camba Bavaria and Staffelberg-Bräu each won two gold medals and one silver. Staffelberg's beers were awarded gold in the categories Mild Lager and German-Style Heller Doppelbock and silver in the German-Style Heller Bock category. The Upper Bavarians were awarded gold for Bohemian Dark Lager and New-Style Hefeweizen as well as silver for Imperial IPA. The Belgian brewery Alken-Maas from Melchen was also awarded two golds (Triple and Blonde Ale) as well as silver (Strong Blond Ale).

As a result, these three breweries are among the most successful European breweries of the European Beer Star 2019!

The German breweries lead the medals table by some considerable margin: of the 67 categories, 25 gold medals went to breweries situated between Passau and Berlin, in addition to a further 24 silver and 29 bronze medals. The biggest gain was achieved by the Belgian breweries: with 7 gold, 4 silver and 3 bronze medals they definitely topped the results of 2018 (1/4/3). The Italian brewers took second place with 10 gold, 3 silver and 7 bronze, once again highlighting their eagerness to experiment with more unconventional types of beer: as such they achieved gold in Traditional Belgian Style Lambic, Dubbel, Sour and Fruit Sour Beer, Fruit Beer, Honey Beer, New-Style Pale Ale, New-Style IPA, Smoke Beer Franconian-Style, Strong Smoke Beer and Red and Amber Lager.

"Fantastic diversity across different types of beer"

"It is precisely this fantastic diversity across different types of beer that we want to exhibit with the European Beer Star", says Stefan Stang, CEO of the Private Brauereien Bayern, on the motives behind awarding the prizes. "I am pleased to see new categories added every year, doing justice to the spectrum of beers around the world." It took the 145 jurors two days in mid October to taste all 2,483 (+6% from 2018) beers and determine the medal winners in the 67 categories (types of beer). In this blind taste test, expert testers such as master brewers, beer sommeliers and specialist journalists evaluate the beers exclusively according to criteria also used by consumers: appearance, foam, smell, taste and varietal characteristics. "The initial taste testing provokes a lot of controversial discussion", reports Thomas Buscham, Head of Testing

for the European Beer Star, "but in the end, there is always a clear vote: in accordance with the Olympic principle, there can be strictly one gold, silver and bronze in each category."

German brewers achieve gold in all Weizenbier categories

It is precisely these comprehensible, transparent criteria, which make the European Beer Star a globally renowned award. For Georg Rittmayer, brewery owner from Hallerndorf in Upper Franconia and President of the Private Brauereien Bayern for a good year, the European Beer Star is the "World cup of the international brewing community", an event which he states also receives considerable attention from consumers. As such, the participating breweries eagerly await the results in the days following the jury's decision, hoping for good news.

This year, for the first time, the German medal-winning breweries are spread across nine different federal states. The bulk of the awards have gone to traditional beers from Bavaria and Baden-Württemberg, home to the majority of German breweries. The exceptionally competitive Weizenbier categories were all won by breweries from southern Germany. Gold was awarded to the Brauerei Ayinger (for South German-Style Hefeweizen Bernsteinfarben), the Hofbrauhaus Freising (South German-Style Hefeweizen Hell) and the Löwenbrauerei Passau (South German-Style Hefeweizen Dunkel). The best in the category South German-Style Weizenbock Hell came from Schloßbrauerei Unterbaar, its Dunkel counterpart from Brauhaus Riegele – both breweries that have won numerous awards at the European Beer Star over the years. The gold medal for the South German-Style Kristallweizen went to Brauerei Ladenburger from Baden-Württemberg. In the Upper Bavarian town of Altötting, the three sisters Birgit Strasser, Iris and Sabine Detter, co-managers of the small Gramminger Weißbräu brewery, are thrilled with their gold medal for the category South German-Style Leichtes Weizen.

Small breweries with big beers

German breweries collected numerous medals for other types of beer popular in Germany: Aktienbrauerei Kaufbeuren brewed the best German-Style Pilsner and from the Upper Palatinate region came the best German-Style Märzen (Brauerei Hofmark),

the best German-Style Festbier (Privatbrauerei Alwin Märkl) and the winner of the new category Non-Alcoholic Ale (Brauhaus Nittenau). Bayreuther Bierbrauerei won gold in the German-Style Helles category. Hönicka-Bräu from Wunsiedel (Dunkel) and BRLO-Braukunst Berlin (Imperial Stout) are surely among the smallest breweries to win a gold medal at the European Beer Star.

"Despite several large breweries appearing in the medal listings this year, the lion's share of the awards once again went to owner-led, small- and medium-sized operations", explains Roland Demleitner from the Bundesverband der Privaten Brauereien. "Hand-brewed beers are overwhelmingly full of character and this was appreciated by the jury, entirely in the spirit of our competition."

Beers submitted from 47 countries from all continents

Another excellent criteria of the European Beer Star is global resonance: some 40% of the submissions come from German breweries,

60% of the beers submitted hail from 46 countries across all five continents. Breweries from North America are traditionally particularly well represented.

In this year too, 26 medals went to breweries situated between Alaska and Florida. Gold medals were won in the categories English-Style Bitter (Firestone Walker), English-Style Porter (Reubens Brews), Herb and Spice Beer (Indeed Brewing Company), Belgian Strong Dark Ale (Taxman Brewing Company), Wood and Barrel Aged Strong Beer (Revision Brewing Company), and Ultra Strong Beer (Pelican Brewing Company).

Interestingly, the various India Pale Ale (IPA) categories, former preserve of the US, were dominated by new victors at the European Beer Star 2019: the best Imperial IPA came from Australia's Pirate Life Brewing, gold in the category New-Style IPA went to MC 77 Birrificio Artiginale (Italy), and the best Traditional IPA was submitted by Internationale Brau-Manufactur (Frankfurt/M).

Asian breweries enjoyed an enormous upswing, as illustrated in the medal decisions: six gold medals went to breweries in China, Taiwan, Japan, Myanmar and Thailand. Of particular note here is the Taiwanese Buckskin Brewery with gold for its Export, silver for the category Smoke Beer Traditional Franconian-Style and bronze for Altbier. The latter category was once again won by Japanese brewery Warabi-za – ahead of Düsseldorf's local heroes Brauerei Schumacher. Further familiar names found their way onto the list

of victors for the European Beer Star 2019: notable are the three silver medals for German-Style Märzen, German-Style Helles and South German-Style Hefeweizen Bernsteinfarben for Schloßbrauerei Autenried; gold medal for Austria's Brauerei Raschhofer for German-Style Kellerbier Hell; gold medal for the Ketterer family brewery for the German-Style Kellerpils; and gold medal for Klosterbrauerei Weltenburg for the category German-Style Dunkler Doppelbock.

Incidentally, very welcome news was received by Hallerndorf (Upper Franconia) directly after the jury's decision: the town's Brauerei Rittmayer won bronze in the traditional Franconian categories Smoke Beer Franconian-Style and Strong Smoke Beer – the victors of both categories came from Italy.

The European Beer Star from the Verband Privaten Brauereien, presented to beers from around the globe since 2003, is supported by the Barth-Haas Group, BayWa, Rastal and MicroMatic. Its partners are the Doemens Brewing Academy, the BrauBeviale exhibition and trade periodical Brauwelt.

Attached you will find a detailed list of the victors with all contact details for the breweries as well as photos and various graphics, which can all be used free of charge.

Further information at: www.european-beer-star.de

Please be sure to comply with the publication block on this press release until 13 November 2019 (4.00 p.m.)!

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International medals table 2019



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| |  GOLD |  SILVER |  BRONZE | Total |
|---|--|--|---|-------|
|  Germany | 25 | 24 | 29 | 78 |
|  Italy | 10 | 3 | 7 | 20 |
|  Belgium | 7 | 4 | 3 | 14 |
|  USA | 6 | 10 | 10 | 26 |
|  Australia | 4 | - | - | 4 |
|  Austria | 2 | 7 | 1 | 10 |
|  China | 2 | 2 | - | 4 |
|  Spain | 2 | - | 1 | 3 |
|  Taiwan | 1 | 2 | 3 | 6 |
|  Czech Republic | 1 | 2 | 2 | 5 |
|  Brazil | 1 | 1 | 1 | 3 |
|  Switzerland | 1 | 1 | 1 | 3 |
|  Canada | 1 | - | 2 | 3 |
|  Japan | 1 | - | 1 | 2 |

International medals table 2019

2/2



| |  GOLD |  SILVER |  BRONZE | Total |
|--|--|--|---|-------|
|  Poland | 1 | - | - | 1 |
|  Thailand | 1 | - | - | 1 |
|  Myanmar | 1 | - | - | 1 |
|  Netherlands | - | 5 | 4 | 9 |
|  Great Britain | - | 2 | - | 2 |
|  France | - | 2 | - | 2 |
|  Russia | - | 1 | 1 | 2 |
|  South Korea | - | 1 | - | 1 |
|  Lithuania | - | - | 1 | 1 |